

March 8, 2008

Federal Communications Commission
Washington, D.C.

Re: Broadcast Localism Notice of Proposed Rulemaking

Dear Sir:

I would like to express my feelings as a small market broadcaster that many of these proposals will bring undue hardship on us. We pride ourselves on serving the local community. When KVPI AM first signed on in 1953, our call letters stood for Keeping Ville Platte Informed and Entertained. I feel we have kept trust to our community and to the Federal Communications Commission.

Requiring Main Studios to be physically located in a station's community of license proposal: We are already following it. We are licensed to serve Ville Platte and Evangeline Parish and we are located in Ville Platte. However, I know this would bring undue financial hardships to many of my fellow broadcasters if they would be forced to move studio locations. I feel in most cases, these broadcasters are serving their station's community of license.

Eliminate unattended operation of broadcast stations proposal: This proposal would cause us to become sign off during the overnight hours. Currently we are unstaffed from 9:00pm till 6:00am the next morning. We can not justify paying someone to work the overnight hours. Currently we have emergency officials who have our cell phone and contact numbers to reach us in an emergency during unstaffing times. We also have our EAS to automatically activate for weather and other bulletins at all times.

Programming requirements for processing license renewal applications proposal: We have been programming local community service programming

throughout the year not only during license renewal times. We have won awards for our community service programming. We offer local news, public affairs programming, political coverage and all sorts of local programming.

Proposal for a Community Advisory Board- I am concerned about this proposal. If we are not serving the local community, I could understand the possible need for such a board. I am troubled by several questions: Who would choose this board? How often would they meet? Would they receive some type of remuneration for their trouble?

On the proposal for play lists, we are programming more local and area artists than most stations in our area. We have no problem following this offer because we personally want to support and promote our Louisiana artists. However, I don't feel the government has any business in this regard. The licensee should be afforded the opportunity to decide on how best to serve his or her local community.

As a small market broadcaster, it is a struggle to make ends meet. The last thing we need is more government regulation and oversight. If there is a problem with a particular licensee at license renewal time, address the problem with them, don't throw out the baby with the bath water by saddling every broadcaster with tough new regulations.

Thank you for permitting me to express my personal views on the Localism Notice of Proposed Rulemaking Proceeding.

Mark Layne
General Manager
KVPI AM/FM
Ville Platte, Louisiana